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U. S. DEPARTMENT OF AGRICULTURE



350 blooms Mastodon Pansies from our open seed fields of Greenhouse Special Mixed, improved Specimens to be found in Miracle Mixed.

WHOLESALE ONLY

Steele's Pansy Gardens

Since 1893

East 42nd at Powell Street
Portland, Oregon, U. S. A.

E. J. Steele, Manager
M. I. Steele, Secretary

1930

1. Free with each order of \$3.75 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London. (One picture only to each customer.)
2. Or, to anyone, we will mail prepaid the above poster, unmounted — no advertising — at per copy, 25c. Stamps O. K. See Page 2.

Air Mail Orders from New York Reach Us in 40 Hours. Postage 5c



E. J. STEELE

Do Dreams Come True?

Dear Neighbor:

Did that beautiful dream of yours come true? Did you try hard to make it come true? If you tried and failed, perhaps it is because you didn't try hard enough.

This is my dream that came true: Superb pansies, blue—sea blue; red—flaming red; gold—not white, but yellow gold; and other rare and beautiful shades—those baffling, iridescent shades nowhere to be seen as in pansies. All of wondrous size, color, form and substance.

Then an artist of world-wide reputation to transfer the glory of these flowers to canvas—a painting as lovely and beautiful as the flowers that nature painted in our garden.

Then an artisan—an engraver of international renown—to reproduce this marvelous picture so that you, and you, and you could see them, though thousands of miles away, even as well as we see them every day, growing in our gardens.

Last of all the printer, and what a wonderful job of the pressman it was. Do you wish to see this dream that came true? See front page.

PREPARING BED FOR GERMINATING SEED.

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to a depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand. Sand is best.
8. Use spray of water to moisten surface.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of muslin to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings *very sparingly*.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 85 to 100 square feet to sow an ounce of seed.

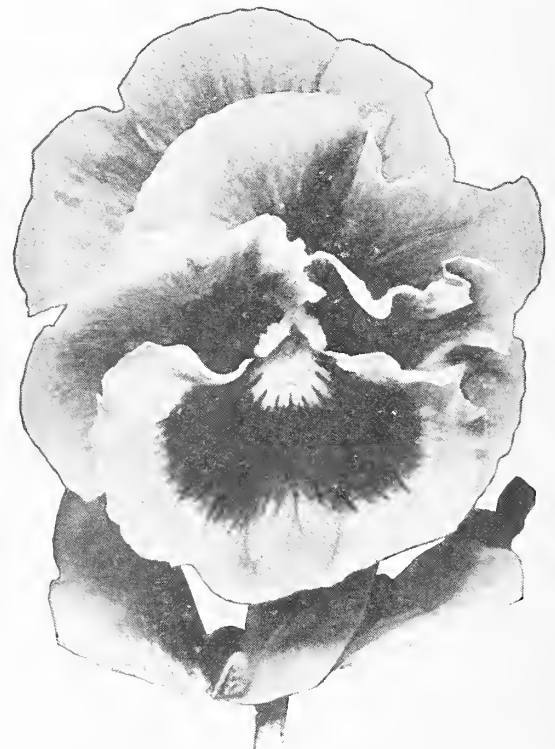
Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

LEST YOU FORGET.

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

E. J. Steele
Manager.



MASTODON PANSY

A jury of noted commercial growers of winter blooming sweet peas has chosen the eight varieties we offer as the very best to be had. We urge a trial order from you. They have all been tested and include the latest approved novelties.

STEELE'S PANSY GARDENS

Winter Flowering Sweet Peas.

SUNRAY—A glowing, soft cerise on cream ground. New. Price: oz. \$1; 4 ozs. \$3.25; 8 ozs. \$6.50; lb. \$12.

MORSE'S GIANT ROSE—Early Giant Rose is a vigorous grower with longer stems than other Rose Pink varieties. It is a free bloomer and the flowers are very large and beautifully frilled. The shade is a rich clear rose pink. Price: oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.50.

Awards.

SPRING SONG—A beautiful, bright salmon rose pink. 1929 novelty. Price: oz. 85c; 4 ozs. \$2.75; 8 ozs. \$5.25; lb. \$10.

Awards.

LAVENDER HARMONY—A strong growing, free flowering shade of lavender. Price: oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.50.

VULCAN—For a real bit of bright color Vulcan fills the bill. Large flowers of bright scarlet which do not burn even in the strongest sunshine. Price: 1 oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.50.

GLITTERS—Early Glitters has always been popular with Growers and Florists alike. It is a fine bright rose cerise under glass. Large flowers and a good grower. Price: 1 oz. 50c; 4 ozs. \$1.75; 8 ozs. \$3.50; lb. \$6.

BURPEE'S ORANGE—The popular orange colored Early Sweet Pea. A clear self-colored orange of strong growth. Price: 1 oz. 65c; 4 ozs. \$2; 8 ozs. \$4; lb. \$7.50.

WHITE HARMONY—A strong growing, black seeded pure white. Being black seeded it germinates easily. It is a pure solid white. The stems are long, flowers large and of exquisite form. Price: 1 oz. 65c; 4 ozs. \$2; 8 ozs. \$4; lb. \$8.50.

Awards.



MORSE'S GIANT ROSE
1-3 Natural Size

PETUNIAS.

You will be delighted with these Portland Petunias. Knowing their splendid quality and the high character of the originator, it is a pleasure for me to recommend them to you.

PRIDE OF PORTLAND—

A beautiful deep rose pink flower, finely fringed edges and yellow to whitish throat. Freely branching, with medium to large flowers.

ELKS PRIDE—

Flower of richest royal purple, nearly black, plain edged, medium size. Very rank growing, a wonderful porch box plant.

APPLE BLOSSOM—

A large flowering light pink fringed flower of apple blossom color freely branching.

SCARLET BEAUTY—

Unusual red colored petunia,

heavily fringed shading to maroon, not branching freely.

LILAC BEAUTY—

A pleasing soft lilac colored flower not fringed, rampant grower, fine for porch box planting.

WHITE BEAUTY—

A neat, finely fringed, pure white flower with yellow throat.

RUFFLED HELIOTROPE—

A new selection, resembling a giant of California, large ruffled edges, soft heliotrope with network of darker veins radiating from dark colored throat.



3-inch pot *Pride of Portland* Petunia showing quality.

All seed is from hand pollinated flowers only. Our seed is all put up in trade packets containing from 12 to 15 hundred seeds at 75 cents per packet, or 3 packets for \$2; 7 packets for \$4.



Steele's Pansy Gardens

Portland, Oregon, U. S. A.

Wholesale Prices Net.

1930 Crop.

Steele's Mastodon Jumbo Mixed "1"—1930 Novelty. These gigantic flowers, picked at random in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, April, 1929, measuring up to $4\frac{1}{4}$ inches in diameter! In all our 37 years as pansy specialists we have never seen a strain of pansies anywhere near their equal in average size; also has a fine wide range of bright colors. Price: $\frac{1}{32}$ oz., \$1.00; $\frac{1}{16}$ oz., \$1.75; $\frac{1}{8}$ oz., \$3.00; $\frac{1}{4}$ oz., \$5.50.

Steele's "400" Mixed—Grand in size, form, color, substance and vigorous growth. Huge jewels of velvet and red and gold, with all the variations of those colors, including shades entirely new to pansies. Prices: 1000 seeds, \$1.00; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.25; $\frac{1}{2}$ oz., \$6.25; oz., \$12.00; 2 ozs., \$23.00; 4 ozs., \$42.00.

Steele's Miracle Mixed—Contains all the finest types of our strains, latest novelties. Price: $\frac{1}{16}$ oz., \$0.85; $\frac{1}{8}$ oz., \$1.25; $\frac{1}{4}$ oz., \$2.50; $\frac{1}{2}$ oz., \$4.75; 1 oz., \$9.00; 2 ozs., \$17.00; 4 ozs., \$30.

Steele's Masterpiece Mixed—Long stems. Best for cut flowers. Price: $\frac{1}{16}$ oz., \$0.85; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.75; $\frac{1}{2}$ oz., \$5.25; 1 oz., \$10.00; 3 ozs., \$27.00; 4 ozs., \$34.00.

Steele's Greenhouse Special Mixed—Fine market strain. Price: $\frac{1}{16}$ oz., \$0.65; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.00; 3 ozs., \$15.00; 4 ozs., \$19.00.

Steele's Golden Gate—A monster Golden Yellow.

Striata—Beautifully striped in true sunburst fashion.

Mlle. Irene—A shade entirely new to pansies. A henna red.

The price of each of the five varieties named above is: $\frac{1}{16}$ oz., \$0.85; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.75; $\frac{1}{2}$ oz., \$5.25; oz., \$10.00.

Panama Pacific—A large yellow; some with dark centers, some without.

Parisian Yellow—A pure yellow.

Bronze—Very large. All the different shades from burnished brass to gold.

White (dark center)—The largest pansies we have ever seen.

Black—Nearly all jet black.

Grand Duke Michel—The largest all-white pansy.

The price of each of the eleven varieties named above is: $\frac{1}{16}$ oz., \$0.65; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.00.

Owing to variations in soil, climate, care and cultivation, we are not responsible for the crop.

The short time allowed us to pack and ship seed on the day order is received makes it impossible for us to fill orders for seed in packets smaller than sizes listed.

Improved Vulcano—A rich, velvety Burgundy red of immense size.

Improved Isabelle—A superb ruffled bronze and yellow. Long stems. Very large.

Madame Steele—Elk's purple; immense blooms; a perfect self.

Madame Perrett—With edges of petals frilled—bordered white; colors, wine, pink and red.

Prince Henry—A splendid dark blue.

Improved Beaconsfield—New. A fine bluish purple with a distinct lavender tinge on the upper part of the upper petals.

Adonis—Light blue, baby blue and lavender shades.